

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/CJOHNSON/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/NORDIC/DTRAFTON

COM/DM/HHEIKENEN

COM/OIM/SSD/CECHAPMAN

----- 128035

R 221806Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY STOCKHOLM

UNCLAS STATE 300398

E.O. 11652 NA

TAGS: BEXP, SW

SUBJECT: TABY CENTRUM IN-STORE PROMOTION

REF: USDOC 18320

COMMERCE AUTHORIZES EMBASSY SIGN CONTRACT WITH TABY
CENTRUM.

PER REFTEL 25,000 DOLLARS HAS BEEN FUNDED BY COMMERCE TO
COVER REIMBURSEMENT OF PROMOTIONAL COSTS PROVIDED TABY
PURCHASE MINIMUM 250,000 DOLLARS U.S. CONSUMER GOODS,
F.O.B., U.S.

POST REQUESTED SUBMIT FOLLOWING INFORMATION SO THAT A
PROFILE MIGHT BE BUILT UP ON THE TABY CENTRUM IN-STORE
PROMOTION:

--- 1. A. PROJECTED VOLUME OF PURCHASES AT MANUFACTUR-
--- ERS SELLING PRICE.

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--- B. LIST PRODUCTS CATEGORIES TO BE FEATURED.

- C. NEW-TO-STORE PRODUCTS EXPECTED.
- D. PURCHASING PLANS: ARE BUYERS' TEAMS, BUYING
--- OFFICES, WHOLESALERS ETC. TO BE USED.
- E. SALES PROMOTION PLANS: OUTLINE OF THE CON-
--- TEMPLATED THEME, SPECIAL ADVERTISING, DIS-
--- PLAYS, CONSUMER ATTRACTIONS, INCLUDING
--- AMOUNT EXPECTED TO BE SPENT ON SALES PROMOTION.
- F. DATES AND DURATION
- G. NUMBER AND LOCATIONS OF OUTLETS INVOLVED.
- 2. SUPPORT SERVICES REQUESTED TO COMMERCE:
 - A. ANY PROVISION FOR SPECIAL EXHIBITS, DECORA-
--- TIONS.
 - B. ANY ASSISTANCE NEEDED FOR BUYING TEAMS TO
--- BE SENT TO U.S. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE300398
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/CJOHNSON/POM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750444-0879
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751221/aaaaaspt.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <30 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TABY CENTRUM IN-STORE PROMOTION
TAGS: BEXP, SW
To: STOCKHOLM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006